

LOUISIANA'S CAJUN BAYOU

LAFOURCHE PARISH



2024 ANNUAL REPORT

lacajunbayou.com

2024 YEAR IN REVIEW



Dear Tourism Partners and Supporters,

Louisiana's Cajun Bayou Tourism remains dedicated to fulfilling its brand promise by attracting visitors to Lafourche Parish and showcasing our authentic Cajun communities, culture, cuisine, attractions, and festivals. Through our marketing, sales, public relations, and visitor service programs, we continue to deliver on this promise. I am excited to share the accomplishments of 2024 and highlight the success we achieved in our efforts.

In 2024, we welcomed the addition of a new hotel property, the Holiday Inn Express & Suites, increasing the number of available rooms in our market. This expansion is significant, as it impacts hotel performance data when comparing year-over-year metrics. Our hotel occupancy rate for 2024 was 46.9%, reflecting a slight decrease from 2023. Additionally, the average daily rate (ADR) declined by 1.1%, and revenue per available room (RevPAR) decreased by 9%. However, overall hotel revenue increased by 4.9%, and rooms sold grew by 6.1% compared to 2023. When adjusting for the increase in available rooms, 2024 outperformed 2023, with both total rooms sold and total room revenue showing growth. This positive trend highlights the strength of visitation to the parish, driven by ongoing post-COVID travel demand, local festivals and events, sports and leisure groups, and business travel.

We continued to welcome visitors from across the globe in 2024, with strong support from our local tourism partners. Our marketing and communications efforts played a key role in educating potential visitors about Lafourche Parish. Our public relations initiatives generated over 117 million media impressions, and we executed a comprehensive media plan spanning print, digital, television, and social media advertising. These efforts led to a record 254,000 website users, an increase in visitor guide requests, and a rise in email newsletter subscriptions.

Our award-winning marketing campaign, "You Gotta Try This," remained a powerful tool in promoting the parish's unique culinary culture, inviting visitors to experience our authentic flavors. Additionally, we launched a new television show, *The Local Lafourche*, and continued to promote the Cajun Bayou Food Trail, which resulted in over 847 meals served in 2024. We were also proud to represent Lafourche Parish at the Congrès Mondial Acadien in Nova Scotia, where we exhibited at La Exchange, engaged with local dignitaries, participated in community events, and hosted the first-ever Cajun Music Jam in Nova Scotia.

A major milestone for our organization in 2024 was breaking ground on our state-of-the-art visitor center, which will serve as a hub for educating and orienting visitors. Significant progress was also made on the Cajun Bayou Wayfinding Signage Program, as we secured funding and worked toward final permits for the project. Meanwhile, our team remained active in the industry, meeting with tour operators, attending tradeshows and conferences, and hosting groups and journalists. As we prepare to move into our new permanent visitor center, our travel counselors have continued providing valuable information to guests from our temporary location.

Louisiana's Cajun Bayou Tourism remains deeply committed to our parish, partners, and community as we continue moving in a positive direction. We look forward to working hand-in-hand with you to position Lafourche Parish as a premier year-round tourism destination while enhancing the quality of life for all Lafourche Parish residents.

In partnership,

A handwritten signature in blue ink that reads "Cody A. Gray". The signature is fluid and cursive, with a large initial 'C'.

Cody A. Gray, TMP,
President & CEO

MARKETING & PROMOTION



254 THOUSAND
Users on
lacajunbayou.com

10 PERCENT
Increase in traffic



Top states visiting
the website
Louisiana, Texas
Illinois & Alabama

15.1 MILLION
Digital advertising impressions

25 PERCENT
Impression
increase

117 MILLION
People reached
through public relations



Featured in publications



Social media
fans grew by

16 PERCENT
(combined)



70 THOUSAND
Total social audience

3.84 MILLION
Social media
advertising impressions



800

People came to the visitor center

Top Domestic Travelers:



Top International Travelers:



DOWNLOADS

4,553

Digital visitor guide

11 PERCENT

Decrease in downloads

SENT

968

Printed visitor guides

19 PERCENT

Increase in printed requests



**CAJUN BAYOU
FOOD TRAIL**

6,340

Digital downloads of
map and passport

GENERATING 847 MEALS

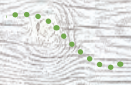

SALES & OUTREACH

HOSTED

113 

Trade show and operator appointments

HOSTED

9  GROUPS
Generating
1,993  ROOM NIGHTS

ATTENDED

30 

Trade shows, conferences and professional meetings

GENERATED

18

Serious sales leads

SENT

48

Partner updates and newsletters

GENERATED

470,000

Outbound referrals to partner websites

ACHIEVED

9,157

Subscribers to eNews database



+42%
Increase

PROJECTS & EVENTS



**TOURISM
WAYFINDING
SIGNAGE**



HOTEL PERFORMANCE

OCCUPANCY

2024 2023
46.9% 51.0%

-9.1 PERCENT

AVERAGE DAILY RATE

2024 2023
142.81 144.38

-1.1 PERCENT

REVENUE PER AVAILABLE ROOM

2024 2023
66.97 73.60

-9.0 PERCENT

ROOMS SOLD +6.1 PERCENT

ROOM REVENUE +4.9 PERCENT

TOURISM IMPACT



\$92 MILLION

in visitor spending

Tourism supports

1,114 JOBS

in Lafourche Parish

Tourism saves households

\$285 IN TAXES

each year

\$10 MILLION

in state and local taxes



Lafourche Parish is the

18TH LARGEST

visitor economy in Louisiana



AWARDS, RECOGNITION & REPRESENTATION



**DESTINATIONS INTERNATIONAL
30 UNDER 30**



**BEST OF LAFOURCHE
40 UNDER 40**

- STS BOARD OF DIRECTORS
- LTA BOARD OF DIRECTORS
- LCVB INCOMING CHAIR
- STS ADVOCACY COMMITTEE
- DI ADVOCACY COMMITTEE
- DI MARKETING COMMITTEE
- SMALL DMO TASK FORCE

ADDITIONAL 2024 HIGHLIGHTS

1. Achieved four-year DMAP accreditation
2. Received clean 2023 audit with A+ rating
3. Surpassed social media goals (over 60,000 combined followers)
4. Increased occupancy tax collections over 2024
5. Achieved established promotion plan and strategic plan initiatives for 2024
6. Achieved financial and budgeting goals in 2024
7. Received story placement in Daily Yonder
8. Hosted the Globe & Mail which resulted in a dedicated story placement
9. Completed bid process and RFQ for visitor center rebuild
10. Presented tourism impact and power of tourism presentations
11. Secured funding for Cajun Bayou Wayfinding Signage Program
12. Renewed partnership between LPG and LCBT for the Lafourche Pavilion
13. New LCBT Visitor Center bid approved for construction
14. Broke ground on new LCBT Visitor Center
15. Planning and permitting completed for Cajun Bayou Wayfinding Signage Program
16. Executed promotions for new tours, such as the new Cajun Culture Day Tour
17. Hosted Y'All Stars Southern Skate Showdown (generating over 400 room nights)
18. Successfully represented Lafourche Parish at the Congres Mondial Acaiden
19. Acadian Heritage Day Proclamation from Lafourche Parish President
20. Hosted the annual Bayou Ambassador Awards as part of NTTW
21. Participated in NSU orientations
22. Assisted with the BLFHM grand re-opening
23. Worked with ANHA regarding Lafourche Parish induction
24. Surpassed social media goals (over 60,000 combined followers)
25. Developed four new itineraries to aid in driving visitation
26. Updated and improved the meetings page on our website
27. Launched our new TV show called The Local Lafourche
28. Began work on a new 2025 marketing campaign
29. Purchased new drone and received drone license to better capture marketing assets
30. Created new promotional display items to be used at external events
31. Achieved five group bookings for 2025
32. Attended over 30 professional meetings and conferences
33. Attended five tradeshow and sales missions
34. Generated over 1,600 rooms nights in 2024
35. Appointed to DI Advocacy Committee (Cody A. Gray)
36. Appointed to STS Advocacy Committee (Cody A. Gray)
37. Appointed to Small DMO Task Force (Cody A. Gray)
38. Continued service on Southeast Tourism Society Board of Directors (Cody A. Gray)
39. Continued service on Louisiana Travel Association Board of Directors (Cody A. Gray)
40. Appointed to DI Marketing Committee (Ian Wallis)
41. Awarded Best of Lafourche 40 under 40 (Cody A. Gray and Ian Wallis)
42. Ian Wallis named 30 under 30 from Destinations International
43. Accepted into Leadership Lafourche (Brandi Hebert)

BOARD OF DIRECTORS

Monique Crochet, Chair

Lafourche Chamber of Commerce

Marguerite Knight-Erwin, Vice-Chair

City of Thibodaux

Jeremy Punch, Secretary/Treasurer

Lafourche Chamber of Commerce

Amy Hebert

Thibodaux Chamber of Commerce

Donnell Zeringue

Cultural/Historical Organization

Josh Falgoust

Ward 6

Kristine Strickland

Ward 11

Kyle Williams

Town of Golden Meadow

Zina Sampey

Town of Lockport

STAFF

Cody A. Gray

President & CEO

Ian Wallis

Sales & Marketing Manager

Brandi Hebert

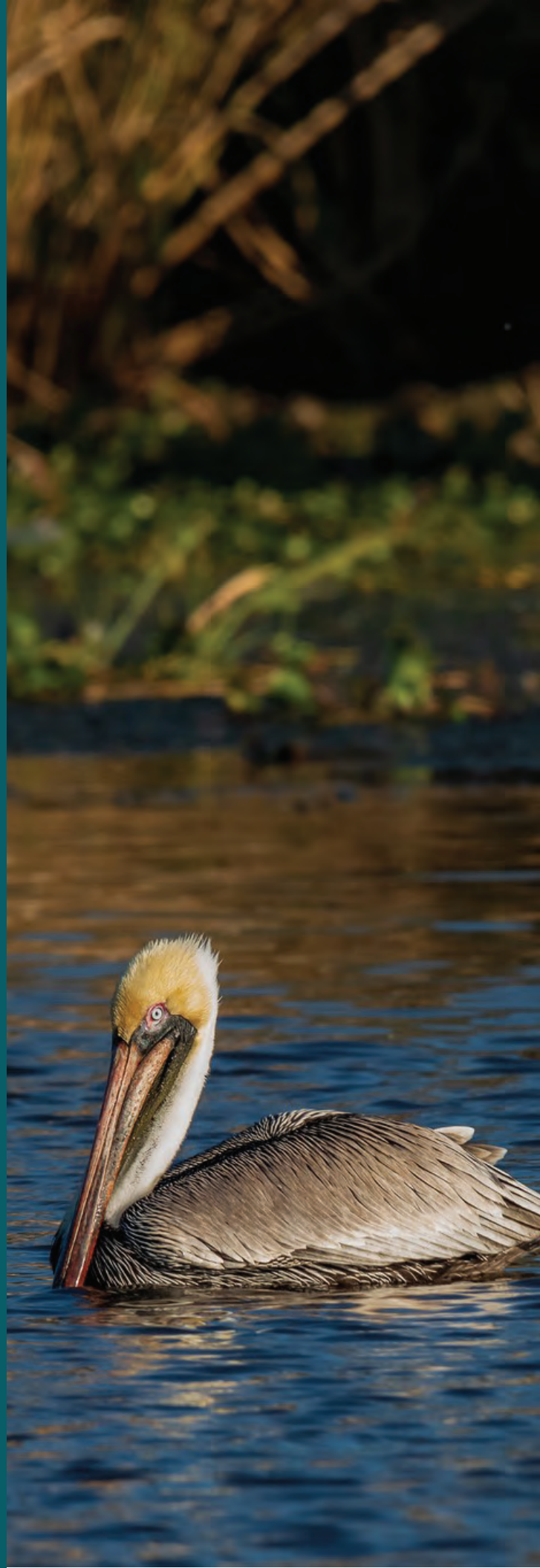
Office/Finance Manager & Administrative Assistant

Brenda Trosclair

Travel Counselor

John Adams

Travel Counselor



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